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120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Mr. Jon Zoler DATE: Jan. 12, 1983

FROM: Karen Eisen

SUBJECT: Sample Composition For Raffles And Players Tracking

Attached are the maps and listing for the number of interviews by county for Raffles and Players Tracking Research.

The two markets for Raffles are Atlanta and Rochester. In the Atlanta trading area 75% of the population is eligible for the sample. In the Rochester trading area 88% of the population is covered. For the Sampling Efficiency portion of the tracking study, 300 additional interviews will be conducted among non-menthol in the first wave, but no county quotas will be set.

For Players, the two test markets are Portland and Phoenix. In the Portland trading area 79% of the population will be interviewed and in Phoenix, 93%. Again, for the Sampling Efficiency portion of the study, 300 additional interviews will be conducted among menthol smokers in waves one and two, but no county quotas will be set.

Karen

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Source: https://www.industrydocuments.ucsf.edu/docs/ynnj0004